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AGRICULTURAL ADJUSTMENT ADMINISTRATION



CONFERENCE DISCUSSES PRELIMINARY
REPORT OF NATIONAL MILK SURVEY

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Widespread underconsumption of milk was revealed in a preliminary report submitted today by Fred C. Howe, Consumers' Counsel, Agricultural Adjustment Administration, to representatives of twelve leading national women's organizations.

The report covered the largest survey of its kind ever undertaken. Conducted in 59 cities in 46 states, the survey collected data from 29,485 families, including 160,010 persons. Of this number 78,987 were children and 81,032 adults.

The survey was initiated last April by a committee of women from 12 women's organizations, whose representatives met this afternoon with Dr. Howe. This committee, concerned over the fact that large numbers of children were suffering from malnutrition, requested Secretary of Agriculture Henry A. Wallace to have the survey undertaken under the direction of the consumers' counsel of the Agricultural Adjustment Administration. Carried on in 59 cities by clubwomen, the survey was limited to families with children in school and with incomes ranging from average to very low. The information obtained was gathered through questionnaires distributed in schools selected as typical for the purposes of the survey by local committees.

The preliminary report made to the committee today deals with milk purchases by the families surveyed. The average family which answered

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questionnaires in the survey, consisted of 5.44 members, including 2.69 children, and has an average income of \$21.20 a week.

Of the total 29,485 families included in the survey more than 14 per cent reported that they bought no fresh milk at all.

Average purchases of fresh milk by all of these families amounted to less than .6 of a pint per capita daily.

The average family of 5.44 persons in the survey purchased 1.37 quarts of fresh milk a day or 501.16 quarts a year. Its daily per capita purchases of fresh milk amounted to .52 of a pint.

Another fact brought out by the report is the high average amount of evaporated milk purchased by the 29,485 families included in the survey. This consumption of evaporated milk is in striking contrast to the low average amount of fresh milk which they buy. The average purchases of evaporated milk amounts to more than 18 pounds a year per capita. The national average per capita consumption of evaporated milk, however, which average includes uses in restaurants, bakeries and other commercial establishments has fallen from 15 to 12 pounds a year.

The survey showed that purchases of evaporated milk by the average family of average to low incomes amounted to 1.96 large cans and .61 of a small can per week. On the basis of weight these purchases amounted to 104.28 pounds a year, or 18.45 pounds per capita.

The average per capita purchases including both fresh milk and evaporated milk are found to be very low when compared with the milk quantities specified by the typical diets prepared by the Bureau of Home Economics of the Department of Agriculture.

These diets, worked out with regard to nutritional needs of the individual, specify the quantities and kinds of food required at four levels of cost and nutrition.

The kinds of food and quantities required by the "liberal diet" provide better than average nutrition. At the next lower level is an "adequate diet at moderate cost", which diet is safe from the standpoint of health. Each of these diets suggest 305 quarts of milk a year per person. This approximately represents the ideal standard of one quart per day for each child and one pint per day for each adult.

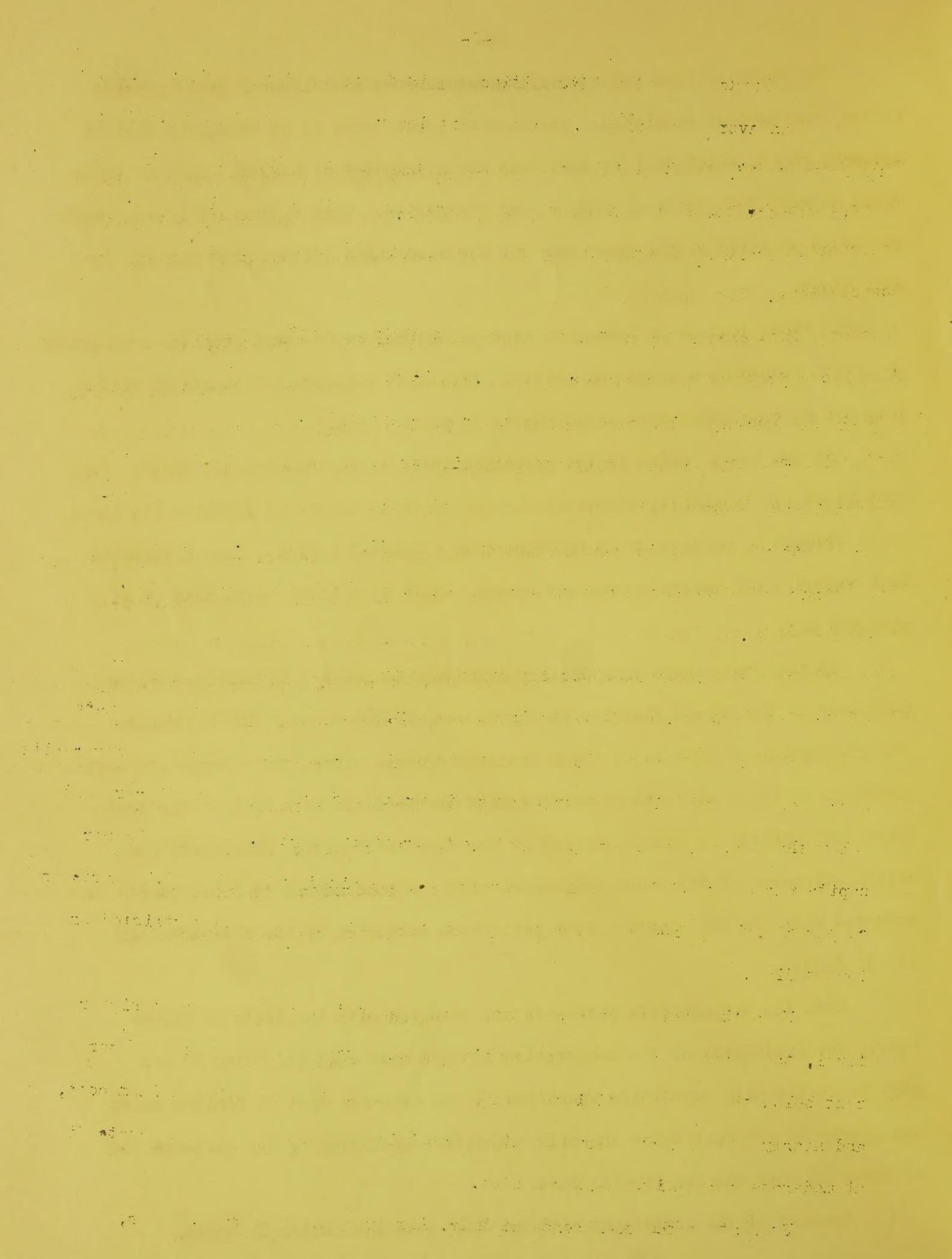
The third diet is an "adequate diet at minimum cost" which from the standpoint of health furnishes a margin of safety. This diet suggests 260 quarts of milk a year per person, which is a little under $1\frac{1}{2}$ pints a day.

At the lowest point in the nutrition scale is the "restricted diet". This diet is so low in nutritive content that it would be unsafe to go below its level or to attempt to subsist on it for more than a limited period. This restricted diet suggests 155 quarts a year per person, which is a little more than .8 of a pint per day.

By comparing these four dietary standards as related to health with the purchases of the 29,485 families in the survey, it may be seen how inadequate the consumption of milk is by these economic groups. Thus, the average per capita purchases of fresh milk and evaporated milk combined are more than 27 per cent below the quantity of milk specified by the restricted diet. The yearly per capita purchases of fresh and evaporated milk combined amount to 111.1 quarts as compared with the 155 quarts a year per person suggested by the restricted or lowest diet.

When the average milk purchases are compared with the diets at higher level, the inadequacy of the consumption is much more evident, being 57 per cent below the milk quantities specified by the adequate diet at minimum cost, and nearly 64 per cent below the milk quantities specified by the adequate diet at moderate cost and the liberal diet.

Present at the conference with Dr. Howe were Miss Clara D. Noyes,



president of the American Nurses Association; Mrs. John L. Whitehurst, of the General Federation of Women's Clubs, Mrs. Julia West Hamilton of the National Association of Colored Women, Miss Charl Williams of the National Education Association. Miss Adelaide S. Baylor of the National Congress of Parents and Teachers, Mrs. Harris T. Baldwin of the National League of Women Voters, Miss Izora Scott of the National Women's Christian Temperance Union, Mrs. Dorothy Dunn of the Business and Professional Women's clubs, Mrs. Ellis Meredith of the National Democratic Women's Clubs, and Dr. Kathryn McHale of the American Association of University Women.

Other organizations represented on the committee sponsoring the survey were the American Women's Hospital Association, the National Council of Jewish Women, the National League of Women Voters, and the National Women's Trade Union League. The committee was headed by Mrs. Edward P. Costigan, wife of the senior Senator from Colorado.

